

Emerging Technologies Webinar Questions

June 3, 2013

General

Q. Will the presentation be made available to webinar attendees?

A. The presentation is available at

https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/EmergingTechnology.html .

Q. Can you let customers know there are sales reps in their area.

A. The Product Group provides information to customers to contact their sales reps or to contact the local Post Office for information for the local sales team.

Q. Is there a way to get a list of companies who have signed up for the promotions (past, present, and future) in our districts?

A. Participant list are not available for mass distribution. Individual inquiries can be sent to Debbie Griffin for a specific customer.

Q: Hi, two questions: Will there be a plan to provide a promotional incentive to brands that deliver product samples via flats? Will there be a discussion specific to Mobile promotions (4th quarter)?

A. Mailings sent as Standard Mail flats do not qualify for the current Product Samples promotion. There will be a future webinar for the Mobile Buy It Now promotion.

Q: Can the samples required be comps? Creating 20 samples is very expensive.

A. If the comp allows the program office to verify that the promotion requirements have been met, that would be sufficient. I would have them send us an email with more specifics.

Q: Can you use a picture QR code for picture indicia permit?

No, QR codes cannot be used as a Picture Permit Indicia

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Q. Do QR codes (with directional copy) qualify for Emerging Technologies promotion?

A. A QR Code with directional copy by itself does not meet the Emerging Technologies requirements, however if the QR code is used as part of the Authentication component and adheres to the instructions in the Program Requirements document available on RIBBS at

https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/EmergingTechnology.html it may qualify.

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Q. how do you get in the program if you register at the last minute?

A. Promotion registration ends on September 30th, the last day of the promotion. The Business Customer Gateway takes about 2 hours to complete your registration. After 2 hours, you will be able to mail and receive the discount. We recommend that mailers enroll a few days in advance of presenting a mailing in case issues arise during enrollment.

Q. What vendors are in place for augmented reality?

A. The Postal Service has not established any contractual agreements with any vendors. Vendors are readily available through internet research.

Q. Are there any good specific examples of Authentication?

A. An example of Authentication is available in Section III Eligibility Requirements of the Program Requirements document available on RIBBS at https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/EmergingTechnology.html .

Q. Can a mailing service provider register to represent its customers and achieve the discount?

A. Yes.

Q. Are there local postal experts that can verify our promotional mailers? Why do I need to send to DC?

A. The Promotion Program Office is the only office authorized to approve samples for the promotion. The Office is located at postal headquarters in Washington, DC. Samples can be sent via mail, email or fax. See the Program Requirements document on RIBBS for full instructions.

Q: Can you give a general idea of requirements to get the 2% discount.

A. All promotion requirements are located in the Program Requirements documents located on RIBBS at <https://ribbs.usps.gov/index.cfm?page=mobilebarcode> .

Q: NFC does it require an App?

A. Near Field Communication is generally accomplished by a two-way communication link between two devices with Radio-Frequency Identification (RFID) capabilities. The mailpiece must contain a NFC smart tag¹ or RFID chip² that allows information to be transmitted from the mailpiece to a mobile device.

Q: Is the USPS working on a AR app?

A. USPS is investigating creating an AR app later this year.

¹ **NFC Smart tag:** a piece of information that can be read electronically over a short distance by a NFC-enabled device. A smart tag can contain a range of information, such as web addresses, telephone numbers, email addresses, coupons, graphics, media files, event details, etc.

² **RFID Chip:** a tag containing unique information that can be transmitted over a long distance through radio waves to an electronic device.

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Q: Would a QR code by itself just taking you to a landing page qualify for this promotion?

A. No, that would not qualify for the promotion discount. A QR code could be used as part of one of the components, but on its own would not qualify for the Emerging Technology promotion(parameters are outlined in the Program Requirements document available on RIBBS).

Q: How does this promotion work if you commingle your mail?

A. First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the promotion if:

- **All of the pieces commingled in the mailing meet program requirements, or;**
- **The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.**

If you have additional questions about USPS Promotions and Incentives program, please send them to the Program Office at mobilebarcode@usps.gov.